

ABSTRACT OF THE DISCLOSURE

An electronic content recommendation service is provided which can act as an aid to a user in obtaining electronic content. A user's browsing of electronic content is monitored. For each unit of electronic content output by the user's browser, one or more units of electronic content (e.g., web pages) are recommended to the user. The user may then load a recommended unit of electronic content. Recommendation is based upon a system of categorization. A number of units of electronic content are identified as fitting into predefined categories of human interest. During a user's browsing, the unit of electronic content loaded in the user's browser is determined to be in at least one of the predefined categories. Recommendations of electronic content to browse are drawn from lists of units of electronic content which were previously placed into the category of the current unit of electronic content.

2015 RELEASE UNDER E.O. 14176